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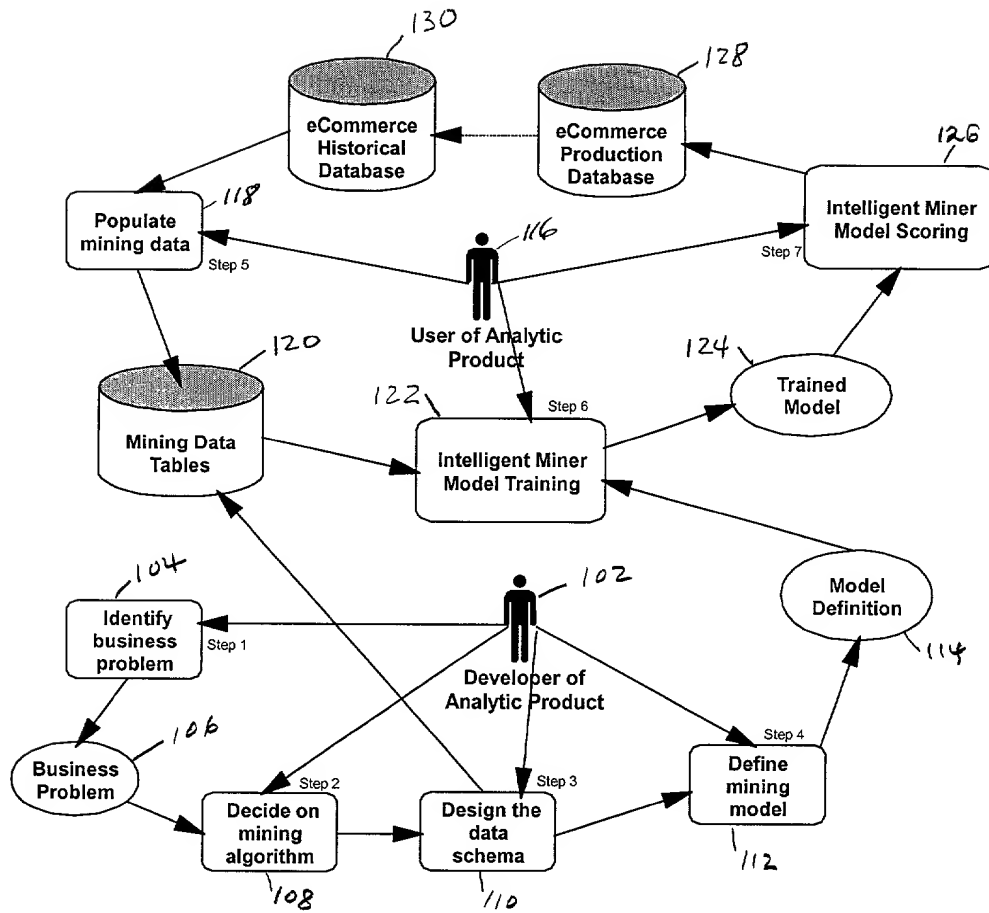


Figure 1

Data Element Name	Data Element Meaning or Usage	
shopper_id	Unique identifier for the shopper	202
income	Shopper's income rounded to the closest \$5000	204
age	Shopper's age rounded to the closest multiple of 5	206
gender	Shopper's gender (M or F)	208
household	Number of household members	210
sales_revenue	Sales revenue contributed by the shopper to the closest \$100	212

↑
200

Figure 2

Parameter Purpose	Parameter Name	Parameter Example Value
Settings	Name	Shopper settings — 302
	Mining function	Prediction - Radial Basis Function — 304
Input data	Input data	Shopper data — 306
	Optimize mining run for	Time — 308
Mode parameters	Use mode	Training mode — 310
	In-sample size	2 — 312
	Out-sample size	1 — 314
	Maximum number of passes	4 — 316
	Maximum centers	10 — 318
	Minimum region size	5 — 320
	Minimum passes	2 — 322
Input fields	Active fields	income, age, gender — 324
	Supplementary fields	household — 326
	Prediction field	sales_revenue — 328
Quantiles	Generate quantiles	No — 330
Output fields	Output fields	shopper_id — 332
	Predicted value field name	Predicted sales_revenue — 334
Output data	Output data	Output sales_revenue — 336
Results	Results name	Prediction model for sales_revenue — 338
	If a result with this name exists, overwrite it	True — 340

Figure 3

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shopper_id	income	age	gender	household	sales_revenue
10,001	50,000	35	M	3	2,500
10,002	35,000	30	F	2	1,000
10,003	95,000	50	M	4	5,000
10,004	25,000	25	M	1	0
10,005	75,000	40	F	4	3,300
10,006	30,000	30	F	2	1,200
10,007	45,000	35	M	3	2,400
10,008	90,000	50	M	4	4,500
10,009	70,000	40	F	4	3,000
10,010	60,000	60	F	3	1,500

400

Figure 4